

To: Offerors
Date: September 29, 2022
RFP: ATI-017
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-017 Continental Services: Buyer-Supplier Export Deal Support Services - US and Africa Buyer- Supplier Export Transaction Support
Due: 1:00PM EAT (6:00AM EDT) on October 27, 2022

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Continental Services: Buyer-Supplier Export Deal Support Services - USA and Africa Buyer- Supplier Export Transaction Support.

- I. RFP Process and deadlines:** This solicitation will result in the award of one or more firm fixed price subcontract. We anticipate issuing one (or more) subcontract award(s) ranging between USD \$175,000 and USD \$300,000 resulting from the implementation of this agreement.
- a. **Submission of Questions** – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on October 6, 2022, via email to ATI_Procurement@dai.com.
Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on October 27, 2022 via email to ATI_Procurement@dai.com copying Brian Wanyagi (Brian.Wanyagi@dai.com) and Edwin Muli (Edwin.Muli@dai.com). The subject line of the email should be your organization name, followed by “Submission under (RFP) ATI-017 Continental Services: Buyer-Supplier Export Deal Support Services- USA and Africa Buyer-Supplier Export Transaction Support.
 - b. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity ID (UEI via SAM.gov). Please limit file submissions to 10 megabytes or less.
- II. Composition of Proposal:** The proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template.

Part 1 – Technical Proposal

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate

how the proposed activities will result in the successful completion of all deliverables and milestones. It should indicate the identified U.S. buying opportunity, Africa supply capacity, critical steps to facilitate the connection between the U.S. buyer/s and African exporter/s. In cases where African exporters are seeking to increase their exports to the U.S., please indicate the size of the U.S. buying opportunity, the African export firm's capacity to meet that export and what support is required to enable the exporter to connect to sources of supply in Africa to close the deal.

2. Institutional Capacity – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities. Relevant experience critical to the success of this work, including familiarity with either U.S. buyers/export firms, African buyers/export firms, and or both U.S and African buyers and export firms. For U.S. buyers, experience can include sourcing from African or other developing economies and interest in expanding operations in Africa.

3. Management Plan/Staffing Structure – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule. Proposed deliverables and the results associated with each activity should include pay for results deliverables that clearly indicate the export results (in USD) between African export firms and U.S. buyers. Offerors are permitted to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- a. Two (2) examples of past performance relevant to this activity (limited to two (2) pages per example). Examples should be within the last 5 years.
- b. CV(s) of all individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

Part 2 – Cost Proposal

The contract type for the presumptive work will be Firm Fixed Price (FFP), awarded as a subcontract by DAI Global, LLC. Please include your total proposed fixed price along with details for specific deliverable pricing. Offerors must also include a cost breakdown of the hourly rates for proposed personnel, any other direct costs, indirect costs, and fees if applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. Cost breakdowns included will be utilized to determine price reasonableness. The successful Offeror will need to demonstrate that the proposed rates, fees, etc. are reasonable and will be required to provide documentation during subcontract negotiations to substantiate costs, as needed. The total price of deliverables should be inclusive of all costs to include labor, preparation costs, material costs, travel costs, VAT, and any other direct or indirect costs necessary to provide services and deliverables under this activity. Offerors may use the attached cost/budget template but



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are not required to as long as the cost criteria is met; please limit file submissions to 10 megabytes or less.

- III. Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is

"not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:
 - a. **Technical Approach (35 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies. The successful offeror shall demonstrate they are well-versed and have expertise in buyer-supplier support including strong U.S. and African buyer and supplier networks and demonstrated experience creating buyer-supplier linkages that result in export trade deals.
 - b. **Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted past performance examples of deals closed before. Offerors should demonstrate their and any proposed partners' access to networks of both U.S. and African buyers as well as African export firms. Offerors should demonstrate any knowledge and technical experience that will support their ability to perform the requirements of the SOO in an efficient and effective manner.
 - c. **Management Plan/Staffing Structure (35 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal with partners, the proposal should describe the nature of the arrangement (i.e. added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery. The offeror should clearly demonstrate that they can work in or travel throughout Africa as needed. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement the work on-the-ground and coordinate with national and international staff. Additionally, the offeror should provide management plan considerations for Covid-19 contingencies as relevant.

2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

IV. Offeror's Agreement with Terms and Conditions: The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,
DAI ATI Procurement and Partnerships Team
ATI.Procurement@dai.com